



**FOR IMMEDIATE RELEASE**  
JRB Marketing 423.288.0285

**Bully Dog teams with CONTINGENCY CONNECTION offering \$300,000+ in cash and awards for weekly Grassroots Racers Nationwide!**

American Falls, ID– Bully Dog Technologies ([www.BullyDog.com](http://www.BullyDog.com)) has partnered with the Contingency Connection announcing the **Bully Dog Dominating Performer Challenge!** The Bully Dog Dominating Performer Challenge is a multi-year agreement offering \$300,000+ in cash and posted awards annually for WEEKLY Contingency Connection tracks and series. Bully Dog intends to enhance brand identity and demand for its tuners, gauges, air intakes and other product lines in the grassroots racing industry.

The Bully Dog Contingency/Connection partnership is an all-encompassing weekly event-marketing program designed to reach ALL facets of grass-roots racing including oval, drag, import, motorcycle and diesel events from coast to coast and Canada! First, Bully Dog will be posting in the Contingency Connection's weekly awards program offering weekly contingency pay-outs all season long. In addition, Bully Dog will offer an end-of-season **Bully Dog "FACTORY DRIVER"** sponsorship package for one "Dominating Performer" from each Contingency Connection track/series in the **Bully Dog DOMINATING PERFORMER CHALLENGE!** Each Bully Dog Factory Driver will receive cash, a complete Bully Dog performance package, apparel for 5 team members, vehicle accessories, and other prestigious awards. And as if that is not enough, Bully Dog will reward every Contingency Connection track PROMOTER and yet another Class Champion with Bully Dog Performance Packages for their personal vehicles bringing the total retail value of the Bully Dog awards program to nearly \$5000 per CC track and series!

Mike DeFord, Marketing Manager of Bully Dog explained "The Contingency Connection has provided us with a direct way to reach the racers and fans across the country. As racers ourselves we understand the needs and desires of our fellow racers, this is our way of giving back to them and exposing the market to our brand and product". DeFord continued, "Bully Dog products are designed to provide maximum performance, increased fuel economy, added safety/reliability and vehicle tuning/adjustability on the race track as well as driving down the highway. The end result is product proven in hardcore racing conditions, the daily grind around town or towing a heavy load across the country. We do all of this with the consumer's budget in mind!" Bully Dog is proud to offer a NATIONAL awards program specifically for the masses of WEEKLY racers.

"It is a demographic fact that over 80% of racers are weekly grass-roots racers and the Contingency Connection is directly connected to them through partnering tracks and series," said Jackie Ressa, President, JRB Marketing Inc. "Our partnership provides a perfect opportunity for Bully Dog to build brand identity to this ever growing target market of weekly racers and spectators." The Bully Dog Dominating Performer Challenge will offer incentives to over 18,000+ Contingency Connection racers PER week!

**About Bully Dog:**

**Bully Dog** is a leading manufacturer of gas and diesel power and performance products. At Bully Dog, product innovation is key and each Bully Dog product is built to ensure that it consistently meets and exceeds consumer expectations. They provide the Back in Your Seat, White Knuckle, Eye Watering, Heart Racing, Adrenalin Pumping, Neck Breaking Experience! Bully Dog is headquartered in American Falls, ID: 2839 Highway 39 American Falls, ID 83211. <http://www.bullydog.com> Phone: 877-285-5936.

**About The Contingency Connection:**

The Contingency Connection is a race-marketing, grassroots, oval track and drag racing program; offering weekly contingency, bonus, and series programs to manufacturers seeking a direct link to end-using racers and race fans. The CC guarantees tracks more than \$50,000 annually in bonus awards and guarantees manufacturers exposure and advertising at nearly 100 tracks, hosting 1200 events nationwide and Canada, reaching 18,000 racers each week. For more information contact Jackie Ressa, President, JRB Marketing Inc., 423.288.0285 or visit [www.contingencyconnection.com](http://www.contingencyconnection.com).